IN THE CLAIMS

Please cancel claims 2-13, 16-26 and 28-39, amend claims 1, 15 and 27, and add new claims 41-66 as follows:

1. (CURRENTLY AMENDED) A method of alleviating problems associated with delays in accessing data on a network, comprising:

    (a) accessing data on a network from a client computer;

    (b) identifying when a sufficient delay occurs during the accessing step; and

    (c) presenting filler contents on the client computer during the identified sufficient delay ; ~~wherein the filler contents are customized to a user's taste~~.

2-14. (CANCELED)

15. (CURRENTLY AMENDED) An apparatus for alleviating problems associated with delays in accessing data on a network, comprising:

    (a) a client computer connected to the network;

    (b) a browser, executed by the client computer, for accessing data on the network; and

    (c) a filler engine, executed by the client computer, for presenting filler contents on the client computer when a sufficient delay is identified in the accessing of the data on the network ; ~~wherein the filler contents are customized to a user's taste~~.

16-26. (CANCELED)

27. (CURRENTLY AMENDED) A computer program carrier readable by a computer and embodying one or more instructions that are executable by the computer to perform method steps for alleviating problems associated with delays in accessing data on a network, the method comprising:

    (a) accessing data on a network from a client computer;

    (b) identifying when a sufficient delay occurs during the accessing step; and

    (c) presenting filler contents on the client computer during the identified sufficient delay ; ~~wherein the filler contents are customized to a user's taste~~.

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28-39. (CANCELED)

40. (NEW) The method of claim 1 above, wherein the identifying step is performed by a server computer connected to the client computer via the network.

41. (NEW) The method of claim 40 above, wherein the sufficient delay is identified by the server computer and then communicated to the client computer to trigger the presenting of the filler contents on the client computer.

42. (NEW) The method of claim 40 above, wherein the filler contents are provided by the server computer.

43. (NEW) The method of claim 40 above, wherein the filler contents are selected by the server computer.

44. (NEW) The method of claim 40 above, wherein the filler contents are directly related to the accessed data.

45. (NEW) The method of claim 40 above, wherein the presenting of the filler contents do not interrupt the accessing of the data.

46. (NEW) The method of claim 40 above, wherein the filler contents are presented while the accessing of the data continues.

47. (NEW) The method of claim 40 above, wherein, if the presenting of the filler contents completes before the accessing of the data completes, new filler contents are presented.

48. (NEW) The method of claim 40 above, wherein, if the accessing of the data completes before the presenting of the filler contents completes, the presenting of the filler contents is terminated.

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49. (NEW) The apparatus of claim 15 above, wherein identification of the sufficient delay is performed by a server computer connected to the client computer via the network.

50. (NEW) The apparatus of claim 49 above, wherein the sufficient delay is identified by the server computer and then communicated to the client computer to trigger the presenting of the filler contents on the client computer.

51. (NEW) The apparatus of claim 49 above, wherein the filler contents are provided by the server computer.

52. (NEW) The apparatus of claim 49 above, wherein the filler contents are selected by the server computer.

53. (NEW) The apparatus of claim 49 above, wherein the filler contents are directly related to the accessed data.

54. (NEW) The apparatus of claim 49 above, wherein the presenting of the filler contents do not interrupt the accessing of the data.

55. (NEW) The apparatus of claim 49 above, wherein the filler contents are presented while the accessing of the data continues.

56. (NEW) The apparatus of claim 49 above, wherein, if the presenting of the filler contents completes before the accessing of the data completes, new filler contents are presented.

57. (NEW) The apparatus of claim 49 above, wherein, if the accessing of the data completes before the presenting of the filler contents completes, the presenting of the filler contents is terminated.

58. (NEW) The computer program carrier of claim 27 above, wherein the identifying step is performed by a server computer connected to the client computer via the network.

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59. (NEW) The computer program carrier of claim 58 above, wherein the sufficient delay is identified by the server computer and then communicated to the client computer to trigger the presenting of the filler contents on the client computer.

60. (NEW) The computer program carrier of claim 58 above, wherein the filler contents are provided by the server computer.

61. (NEW) The computer program carrier of claim 58 above, wherein the filler contents are selected by the server computer.

62. (NEW) The computer program carrier of claim 58 above, wherein the filler contents are directly related to the user's transaction or session.

63. (NEW) The computer program carrier of claim 58 above, wherein the presenting of the filler contents do not interrupt the accessing of the data.

64. (NEW) The computer program carrier of claim 58 above, wherein the filler contents are presented while the accessing of the data continues.

65. (NEW) The computer program carrier of claim 58 above, wherein, if the presenting of the filler contents completes before the accessing of the data completes, new filler contents are presented.

66. (NEW) The computer program carrier of claim 58 above, wherein, if the accessing of the data completes before the presenting of the filler contents completes, the presenting of the filler contents is terminated.

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